

REMARKS

Applicant has amended the above-identified application in response to the Office Action dated June 29, 2005.

In brief, Applicant has amended each of claims 1, 5, 7, 11, 12 and 15, as well as canceled claims 4 and 14. Each of the independent claims, namely claims 1, 11 and 12, have further been amended to patentably distinguish over the cited art references of Zilincar and Guillen et al.

Specifically, claim 1 has now been amended to recite the limitations of claim 4, now canceled, and directed to the arcuate shaped track defined in an extending surface of the bracket interconnecting the display member, the track defining a range of pivotal adjustment of the display member relative to the bracket. Neither Zilincar nor Guillen teach or suggest the features of formerly dependent claim 4, now canceled.

Specifically, Zilincar teaches a display pole support structure including a pair of upper and lower fixed mounting brackets for securing to upper faces of successive gondola shelf displays. Guillen teaches a retractable clothes hanger exhibiting a rod support block held by a pivot so as to be movable between horizontal and vertical positions. Figure 8 in Guillen teaches a bracket assembly for securing to a square shaped channel, however does not teach or suggest the provision of arcuate support tracks associated with extending surfaces of the fixed bracket to permit ease of repositioning of the extending and merchandise carrying display member.

With further respect to amended independent claim 11, the single and substantially "U" shaped bracket is recited as secured to an extending end of the display member and such that the display member is pivotally adjustable relative to the bracket. As such, the bracket mounts to a location of an existing support and in order to support the display member in an elevated and elongate extending fashion from the single "U" shaped bracket.

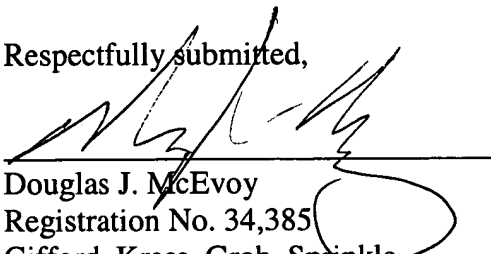
In contrast, Zilincar does not teach or suggest the ability to angularly reposition an extending display member from a single mounting bracket. Guillen further does not cure this deficiency as it does not teach or suggest an elongated and merchandise carrying display member repositionably secured to an affixed bracket in the manner recited in the claim.

Addressing finally independent claim 12, amendments include the first and second spaced apart plates extending from a surface of the bracket, such that the plates exhibit aligning tracks, an adjustable wing screw extending through the aligning tracks and an associated end of the elongate insert, whereby the strip display is supported in an elevated and elongate extending fashion relative the existing support. Addressing again Guillen in combination with Zilincar, the feature of the extending aligning plates is not suggested or shown.

Rather, and referring again to Figure 8 of Guillen, the extending rod 38 is fixedly secured to the angled bar 43 and support bar 44 components, not repositionably as facilitated by the structure recited in the present claim. Zilincar again recites a pair of upper and lower shelf mounting brackets, combined with screw fastener means for permitting a vertically extending display pole to be vertically (height) adjusted. However, neither cited reference teaches or suggests the repositioning aspect of the extending elongate display member supported upon the pivotally repositionable and elongated insert.

In view of the above, it is respectfully submitted that the present application is in formal condition for allowance and favorable action is respectfully requested. Attorney for Applicant may be contacted at (248) 647-6000 with any questions the Examiner may have.

Respectfully submitted,



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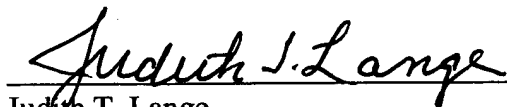
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